

Message Text

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PAGE 01 TOKYO 12814 142146Z
ACTION EA-12

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FM AMEMBASSY TOKYO
TO USDOC WASHDC
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FOR OIM/SAD-WANDA ALE

USICA FOR ICA/EA

E.O. 11652: NA
TAGS: BEXP, JA
SUBJECT: EXPORT DEVELOPMENT MISSIONS TO JAPAN: COORDI-
NATOR VISIT

REF: ALE/BENSON TELECON JULY 11, 1978

1. SUMMARY: EMBASSY AND ICA WOULD APPRECIATE MS. ALE
ARRIVING IN JAPAN ON OR ABOUT AGUUST 5 TO ALLOW
PARTICIPATION IN THREE SEMINARS SCHEDULED FOR WEEK OF
AUGUST 7-11. END SUMMARY.

2. EMBASSY LOOKS FORWARD TO MS. ALE'S PARTICI-
PATION IN MAJOR EXPORT IMAGE PROJECT. SUGGEST SHE PLAN
TO ARRIVE NARITA ON SATURDAY, AUG. 5 TOKYO TIME, IF
POSSIBLE. SHE SHOULD TAKE LIMOUSINE BUS TO TOKYO CITY
TERMINAL AND FROM THERE GO BY TAXI TO HOTEL OKURA.
A PACKET OF INFORMATION AND A SCHEDULE WILL BE
AT FRONT DESK.

3. WE CURRENTLY PLAN FOLLOWING SCHEDULE OF PUBLIC
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AFFAIRS ACTIVITIES:

AUG 7 MORNING - VISIT EMBASSY FOR MEETINGS WITH ECON,
COMMERCIAL AND ICA OFFICERS. DEPART FOR OSAKA VIA
BULLET TRAIN.

AFTERNOON - PARTICIPATE IN "U.S. JAPAN PARTNERS IN

BUSINESS" SEMINAR NO. 1.
AUG 8 - MORNING TRAVEL TO KYOTO
... AFTERNOON - SEMINAR NO. 2.

AUG 9 - REST AND TRAVEL DAY.

AUG 10 - SEMINAR NO. 3 IN SAPPORO.

AUG 11 - RETURN TO TOKYO.

4. PROGRAM FORMAT WILL BE AS FOLLOWS: EACH OF THREE SPEAKERS WILL GIVE A SHORT PRESENTATION -- PREFERABLY 15 MINUTES AND NOT MORE THAN 20 PER SPEAKER. THE THREE SPEAKERS WILL INCLUDE ONE EMBASSY OFFICER, ONE AMERICAN BUSINESSMAN AND MS. ALE. AFTER THESE PRESENTATIONS THERE WILL BE APPROXIMATELY ONE HOUR OF QUESTIONS AND ANSWERS WITH THE AUDIENCE OF JAPANESE BUSINESSMEN.

5. THE EMBASSY OFFICER WILL INTRODUCE MS. ALE. WE WOULD LIKE HER TO DISCUSS THE DEPT. OF COMMERCE'S INTEREST IN AND PROGRAMS FOR PROMOTING U.S. EXPORTS. CHIEFLY WE WOULD LIKE HER TO TALK ABOUT TRADE MISSIONS AND SPECIFICALLY THE UPCOMING U.S. EXPORT DEVELOPMENT MISSIONS. FOLLOWING HER REMARKS THE EMBASSY OFFICER WILL DISCUSS THE RESOURCES WHICH THE
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EMBASSY AND TRADE CENTER HAVE FOR ASSISTING JAPANESE BUSINESSMEN WISHING TO LOCATE AMERICAN SUPPLIERS. FINALLY THE BUSINESSMAN WILL DISCUSS THE PROBLEMS THAT FACE U.S. BUSINESSMEN WORKING IN JAPAN AND WAYS THAT JAPANESE CAN PAVE THE WAY FOR INCREASED IMPORTS AND INVESTMENTS FROM THE U.S. QUESTIONS FROM THE AUDIENCE MAY BE DIRECTED TO ANY AND ALL OF THE SPEAKERS.

6. WE PLAN AT PRESENT FOR ALL INTERPRETING TO BE SIMULTANEOUS.

7. WE WOULD APPRECIATE RECEIVING A TELEGRAM AS SOON AS POSSIBLE GIVING US A BRIEF BIO ON MS. ALE. ALSO IF SHE CAN PREPARE A FEW LINES OF NOTES THAT WE CAN USE FOR BRIEFING INTERPRETERS AND OTHER PARTICIPANTS THIS WOULD BE MOST HELPFUL.

8. DURING AUG. 14-20 HOLIDAY PERIOD, NO PUBLIC AFFAIRS ACTIVITIES OUTSIDE OF TOKYO ARE FEASIBLE, BUT WE MAY ASK HER TO PARTICIPATE IN OTHER SEMINARS LATER ON IN HER STAY IF HER SCHEDULE PERMITS.

9. PLEASE CONFIRM ARRIVAL DATE SO HOTEL RESERVATIONS
CAN BE MADE.

MANSFIELD

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